



**MINUTES**  
**UNIVERSITY OF NORTH ALABAMA**  
**FOUNDATION BOARD**

*Thursday, March 2, 2017; 12:45 p.m.*

*The Guillot University Center – Loft*

**I. CALL TO ORDER AND INVOCATION (Chair Harry Smith)**

The meeting was called to order at 12:55 p.m. Chair Smith began the meeting by introducing two new members to the board as this was their first time to attend a meeting: Brad Botes and Will Trapp. They both were given a moment to tell the board about themselves. Harry then congratulated three board members as Inaugural recipients of Arts & Sciences “Alumni Hall of Distinction”: David Sunseri, Nancy Opler and Tom Ross.

**Invocation (Vice Chair, Jeff Johnson)**

**A. Roll Call and Quorum (Dr. Debbie Shaw)**

**Present Members (22):** Chair Harry Smith, Marty Abroms, Pamela Baschab, Brad Botes, Richard Cater, Weldon Cole, Jeff Johnson, Ken Kitts, David Marbury, Macke Mauldin, David Muhlendorf, Nancy Opler, Robert Potts, Uhland Redd III, Nancy Sanford, Debbie Shaw, David Sunseri, Doug Tallman, Evan Thornton, Will Trapp, Lucy Trousdale and Tom White

**Absent (7):** Sybil Cleveland, Jeff Daniel, Chuck Hunt, Bill Lyons, Deborah Bell Paseur, Tom Ross and Rusty Trapp

**Others Present (9):** Haley Brink, Shinika Byrd, Johnette Davis, Deborah Hensley, Judy Jackson, Allison Mays, Bryan Rachal, Barbie Terry and Elizabeth Tyson

Dr. Debbie Shaw stated a quorum is present.

**B. Approval of Minutes for November 15, 2016 Meeting (Harry Smith)**

Upon motion by Tom White and a second by David Muhlendorf, the minutes were approved unanimously.

## II. UNIVERSITY PRESIDENT'S UPDATE (Dr. Ken Kitts)

Dr. Kitts began by recapping discussions from the last university president's update, leading board members to current updates since the last meeting. Topics covered by Dr. Kitts were:

- **Enrollment Update.** Enrollment for spring was record, at 6,872 students enrolled. Enrollment for 2017-18 is also looking positive.
- **UNA partnership with Marshall Space Flight Center.** UNA signed major partnership with Marshall Space Flight Center in NASA on February 7<sup>th</sup>.
- **Connie McKinney Department of Human Sciences, Hospitality, and Design.** The naming ceremony was held on February 13<sup>th</sup> at the new location, 205 S. Seminary Street, in Florence.
- **UNA negotiations with Florence City School District.** UNA concern is the architecture of building. The architecture of the plans has the middle school being built right against the home side of Braley Municipal Stadium, which Kitts feels will make the already challenging parking at the stadium even more problematic, or perhaps unworkable. Kitts explained UNA's affiliation to Braley Municipal Stadium. UNA does have a financial and legal stake in the operations of the stadium along with the City of Florence, Florence City School District and UNA Athletics. There is a Stadium Use Agreement, and part of this agreement covers parking. As negotiations continue, Dr. Kitts explained to the board that he will always be respectful and try his best to find common ground with community partners during this process.

## III. UNIVERSITY HIGHLIGHT (Dr. Donna Lefort)

Dean Donna Lefort gave a brief introduction on the College of Education and Human Sciences. Lefort then turned it over to Ms. Kendra McLain, Interim Chair of the Connie D. McKinney Department of Human Sciences, Hospitality, and Design. Kendra presented a PowerPoint presentation of the layout, features and future plans for their new facility.

### Athletics Update (Mr. Mark Linder)

Mr. Linder spoke briefly about the Athletic Department and the wonderful and exciting programs within the department. Programs mentioned by Mark were:

- **Connect1 Program.** This program was designed to encourage face-to-face interaction and build interpersonal relationships among young people of the North Alabama community, with a goal of decreasing isolation, depression and suicidal thoughts and actions in the age of social media.
- **FYE (First Year Experience) for Athletics.** This program is designed to help minority students in graduating from college. Research showed that minority students were struggling to graduate. Therefore, Athletics started a taskforce to address this situation.

Board members asked questions concerning Division I vs. Division II, regarding the number of sports activities, academics, etc., and they were answered by Mark Linder.

## **IV. FOUNDATION UPDATE**

### **A. Foundation and Campaign Update (Debbie Shaw)**

Debbie Shaw presented a PowerPoint presentation to the board. She informed the board on the “Build the Pride Campaign”. Topics discussed were:

- “Build the Pride” Campaign for UNA, year-to-date, is at \$29.2 million
- Total number of donors October 1 - January 31 is 1,796
- Total giving percentage for Faculty/Staff Campaign combined is 49%
- UNA Giving Day raised \$41,868
- Student Leadership involvement and plans for students in the campaign
- Scholarships and Endowments

The Build the Pride Campaign Report, UNA Giving Day Report, and Faculty and Staff Campaign Report was also provided to the board in addition to Debbie Shaw’s presentation. (See Attachment: The Build the Pride Campaign Report, UNA Giving Day Report, and Faculty and Staff Campaign Report)

### **B. Gift and Pledge Report (Dr. Judy Jackson)**

Judy Jackson reported on the fundraising activity report for 2016-17 fiscal year through 1/31/2017. (See attachment: Fundraising Activity Report)

### **C. Financial Review & Budget Review (Gwen Patrick)**

A brief summary was provided of the fund categories before reviewing the financials. The categories explained were:

- Unrestricted, which are donations given directly to the Foundation for the purpose of Foundation operations
- Temporarily restricted, which are donations given to a particular college or department
- Permanently restricted, which are contributions to endowments, and the earnings are used toward scholarships and professorships.

A report and review of the unrestricted operating budget vs. actual expenditures for Fiscal YTD January 31, 2017, was provided and reviewed by Ms. Gwen Patrick.

(See attachment: Brief Summary of Fund Categories and Unrestricted Operating Budget vs. Actual Report)

## **V. COMMITTEE REPORTS**

### **A. Executive Committee (Harry Smith, Chair)**

The Executive Committee met on January 20<sup>th</sup> along with the Advancement consultant, Dr. Jason McNeal. The meeting lasted about three hours and was very productive. The committee also met prior to the board meeting and held discussions.

**B. Budget, Finance and Audit Committee (Dr. David Sunseri, Chair)**

Dr. Sunseri stated the committee had a good, productive meeting. This is their first meeting. This committee was created through the recent revision of the Bylaws. David stated the meeting primarily regarded the audit. Jeremy Blackburn of CDPA attended the meeting and was very complimentary on the controls the Foundation has in place. There were no issues with the audit. Dr. Sunseri made the motion to accept the audit. The vote was unanimous and the audit report was accepted by the board.

**C. Development Committee (Marty Abrams, Chair)**

Marty Abrams stated the committee had a good meeting. The committee was brought up to date on donations/donors year-to-date. The committee mainly focused on the metrics of the reports provided by Judy Jackson (Advancement Analysis Report) and how to be more strategic on the Development Committee. Marty asked board members for help in identifying key donors, particularly for the President's Cabinet, which is the first step in getting donors more engaged with UNA. He asked board members to provide any potential donors and/or information they may have to the development officers, Barbie Terry and Johnette Davis.

(See attachment: Advancement Analysis Report)

**D. Investment Committee (Weldon Cole, Chair)**

Weldon Cole related to the board that the UNA Foundation Investment Policy states to review investment advisors on a three to five year basis to determine if they should seek RFP's for other investment advisors. Weldon then presented a PowerPoint presentation on how UNA is doing with their current advisor, Gerber Taylor. After providing statistics on the history, leading up to current investment conditions, Mr. Cole asked the Investment Committee to consider the question, "To change or not to change investment advisors?," and to be prepared at the next meeting to decide whether it's time to seek requests for proposals from investment advisors. Cole expressed the decision should be based on long term view.

**E. Nominations Committee (Jeff Johnson, Chair)**

Jeff Johnson reported the Nominations Committee met prior to the board meeting. They reviewed the committee objectives, the Foundation Board Member Term List and had discussions of potential new members. Per the Bylaws, the board must have 30-35 members. Currently there are 29 members. Marty Abrams, Bill Lyons and Uhland Redd, III, will be stepping down as of September 30, 2017. At the next meeting, the committee will bring forth 4-6 recommendations and bios for potential board members. The board will vote on new members at the next meeting.

**VI. OLD BUSINESS**

None at this time.

**VII. NEW BUSINESS**

None at the time.

## OTHER

A list of upcoming dates for events was provided to board members. There was also a UNA “Build the Pride” sticky note pad given to each board member.

## CONSIDERATION OF MOTION TO ADJOURN

Being no other business to come before the board, Chair Harry Smith adjourned the meeting at 2:48 p.m.

Chair, Board of Directors	Date
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Secretary, Board of Directors	Date
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Attachments (9):

Build the Pride Campaign Report

Giving Day Report

Faculty/Staff Campaign Report

1830 Annual Fund Report

Fundraising Activity Report

Brief Summary of Fund Categories

Unrestricted Operating Budget vs. Actual Report

Advancement Analysis Report

UNA Foundation Executive Summary as of January 2017 by Gerber Taylor